

- 1(a)** For my Foundation Portfolio coursework, I originally found research and planning skills difficult as I was unaware as to how much I required these skills. Initially, I felt for my coursework in Foundation Portfolio which was producing a Music Magazine that I would be better off producing the product straight away.
- However, after setting about planning to do this, I realised that I struggled meeting the specifications of the coursework and that my initial product was not of the quality that I and my Media Studies tutor hoped it would be. Which is why, he told me to redo my product but now paying more attention to the planning and research stage of the production.
- Doing this enabled me to, too see a number of factors in regards to my production that I had not seen before. For instance, I was enlightened to find my production would be more effective with the use of new media technology such as the internet, and a website called www.blogger.com which enables users to set up a blog online. I used this, to set up my own blog regarding my production. This would be helpful, in outlining my plans and progress with my production and the fact that I'm sharing this with the rest of the world enables me to receive feedback from other users which can be implemented on to improve the quality of my product as well as building my creativity.
- This can be attributed to David Gauntlett's theory that the introduction of new interactive media (such as online blogs) in the form of web 2.0 can help media users and consumers become more creative.
- This in turn, helped my creative decision making as I was able to make more informed creative decisions based on the feedback I received from other users such as my Media Studies who felt that my front cover lacked enough of the conventional features which you might see on a music magazine such as the strap-lines and a barcode.
- Moreover both my productions gave me the understanding that overall that as a publication software, Adobe Photoshop was much better than Microsoft Publisher. This was a creative decision. I had made after using both pieces of software for both my productions. Prior to my productions, I had only previously used Microsoft Publisher, but after using Adobe Photoshop and learning about the features and about how to use the product effectively, I was able to add functions such as extensive image manipulation and the use of the transform tools and implement these skills to take and more creative decisions which I otherwise would not have been able to had I not used this program instead of Publisher, or had not developed the skills or understanding of Photoshop to the extent where I could implement when making creative decisions about my product. For instance, my original image on my front cover for my Foundation Portfolio, had a window frame to the side of the model's head but I was able to through Photoshop remove this through the use of the colouring tools.
- 1(b)** For my Foundation Portfolio, I decided to create a music magazine which be based and be about 'UK Grime music.' I originally decided to do this because having done market research into music magazines distributed in the mass market, I found and felt that there was a gap in the market, and that gap was 'UK Grime'. The market research I had conducted, was in regard to type of magazines on available in mass markets retailers such as WHSmith and Sainsbury's.
- 'UK Grime' is a genre of music closely related to Hip-Hop and UK Garage. Moreover, the genre of music tends to be only popular with teenagers and young adults in their twenties. Therefore, I felt that this was the target market to which I needed my product to appeal to in order for it to be deemed successful.
- In order for me to achieve this, I had to create a product which my target audience could relate to and consider purchasing. Therefore, I needed to create a representation for my product, a representation which my audience would understand and relate to. Taking this into consideration. I was aware that 'UK Grime' was very

much originated from inner-city urban areas of the UK and therefore was very much like Hop-Hop/Rap music in the US, in that they both had strong connotations with street-life and mise-en-scene such as young people who wore hoodies, microphones, Disco Jockey sets, dark clothes with brands such as Nike being commonly worn such as the attire worn by popular Grime artists such as Roll Deep. Moreover, there are other more negative connotations such as inner-city crime. I felt in order to create a successful media product. I had to make sure my magazine brought these connotations too in order for my product to be defined as a Grime magazine and appeal and relate to my target market.

For my magazine, I decided to feature one “up and coming” grime artist ‘Grime kid’, similar to the way established magazines such as NME and Rolling Stone feature up and coming artists in order to appear innovative and ‘cutting-edge’. I decided to apply this successful convention to my magazine. And on the front cover, I decided to have a full-length image of him similar to the way other established magazine have done. In order to create the right representation, I created an image where ‘Grime kid’ dressed up in a Nike track suit, with a hood up appeared to be climbing inside a window frame (although its unclear who the window frame belongs to i.e he maybe breaking the law by breaking and entering or simply climbing inside a window.) The idea that my artist maybe breaking the law may bring the connotations of an inner city kid breaking the law which may be appeal or familiar to my target audience similar to the way popular Rap Star 50 Cent is pictured posing with a gun on his front cover. Moreover, the mise-en-scene of the character with his ‘hood up’ acting almost as a signifier to my target audience that this artist is very much a ‘Grime Artist’ and very much has the same attributes / characteristics as other popular Grime Artists such as Dizzee Rascal and Kano who have already been successful and established enough to appeal to my target audience and target market. Moreover, I’ve tried to create a representation like this throughout the magazine such as the interview done in my double-page spread where I my artist uses a dialect similar to that in inner-city London and shared by popular Grime Artists such as Kano, Wiley and Chipmunk.

- 6 One group of people that I have studied have been Tamils, and over the past year or so, Tamils have been heavily reported in the news mainly because of the on going war in Sri Lanka where conflict between a Sinhala majority and a Tamil minority has seen much media coverage. This conflict has been going for approximately 28 years, therefore much of the media’s representation of this minority has been in relation to the war especially in the western media. Consequently, much of the representation created regarding Tamils are from news programs and channels such as BBC and CNN. This is especially the case in the western media. So this representation have sometimes been quite serious, especially with regards to the Tamil army or the ‘Tamil Tigers’ who are sometimes referred to as ‘Freedom Fighters’ in some media but as ‘Terroists’ in others. There representations are also held by the general public here in the UK which I found out in the research I conducted about the representation of Tamils from people living in my local area in Harrow where I surveyed people from all backgrounds in a questionnaire which I had made. One thing for sure, I did not find what that alot of representation had been created from global news outlets such as Al. Jazhera and CNN. Thus, suggesting that media professor’s Terry Flew’s theory that globalisation of media has led to the barriers and distance felt between those in the world being broken down and shattered. This has led to the representation of Tamils in the world ranging from the positive to the negative. One media area which provided a positive representation of Tamils was a film I came across called “My Neighbour is a Sri Lankan Tamil”, produced by Third-Eye-Creations. The film is based in the UK which is quite rare for a film about Tamils as well as the fact that the whole film is in English. The film is a documentary, where

English actor Robert Reina investigates the truth behind the conflict in Sri Lanka through the eyes of an Englishman. In the film, he finds out about how Tamils have been discriminated against for the past 100 years by interviewing a number of people, all of whom are non-sinhala. Thus, suggesting that the film is biased especially as the people interviewed can be accused of having anti-sinhala agendas. For instance one of the people interviewed Sunday Times correspondent Marie Colvin was involved in an incident where she lost an eye due to a grenade from the Sri Lankan Sinhala army. Moreover, another interviewee Siobhain McDonough is the MP for Mileham and Morden on area in London which has a high British Tamil population. The fact that these two were involved in this film can be seen as bias by commission.

Aside from the story of Tamils being the victims of the conflict, there is a representation of them being intellectually superior to the Sinhala majority. This is evident in not only the content of the film (Tamils being denied university places despite achieving higher grades than Sinhala students). But in the fact that all the Tamils interviewed are all addressed with their occupations stated at the bottom of the screen (below their names), when each appears on screen each time. These include, poets, engineers and Ambalavaner Sivanandan who is the head of the Institute of Race Relations, who coincidentally is interviewed in front of a huge library of books where book titles such as those from T.S. Elliot can be evidently seen on screen. Perhaps, reinforcing this representation by mise-en-scene and perhaps showing a bias by placement. Moreover, it's worth mentioning that Third Eye Creations are quoted as stating on their website "that their aim is to enlighten the world regarding the discrimination of Tamils" perhaps suggesting their bias.

Moreover, the representation of intellectual superiority could be linked to David Buckingham's theory that despite race being a diverse and complex identity, people will strive for the more "idealistic" version, thus showing that maybe the intellectual representation may be the ideals of the film makers.

However, there have been strong representation of Tamils for instance a popular Sinhala blog on website sinhala.wordpress.com is strongly against the efforts by Tamil people who are intent on creating a separate state for themselves thus rebelling against the Sinhala Sri Lankan government. This is evident in a news item regarding a petition set up by Tamil students living in Canada against the Sri Lankan governments "genocide of Tamils" in which they were to appear in the Oprah Winfrey Show.

In an article, headlined a letter to Ms. Winfrey dated at the 12th April 2009, the blog suggests that the Tamils are not actually students this maybe arguing against the common representation that Tamils are on the whole quite intellectual, despite not showing original sources showing they are not students. Moreover, the article goes on to describe the Tamil Tigers as a "brutal terrorist group." The article shows heavy bias by commission, placement (on the side of the article, Tamils are tagged along with mass murders and terrorism) and bias by selection of sources (there are no sources) The article seems to be more of a news article therefore cannot be seen as being biased but the website seems to suggest that it's a news article therefore making it heavily biased against Tamils. This adds to the and highlights the negative representation of Tamils created and held by large amounts of people in the global media.